

REMARKS

This RCE has been filed to permit consideration of this Preliminary Amendment. The Amendment does not introduce new matter, as the claims are fully supported by the original specification. Examples of support are provided, below. Citations are to the parent issued patent 6,055,513.

"In the preferred embodiment, the selection of the proffer of goods, services or information comprises an upsell with respect to the primary transaction or primary interaction data." (Abstract)

"The term "upsell" means an offer or provision of a good or service which is selected for offer to the customer and differs from the good or service for which the primary contact was made. The term "upsell" is not limited to the context in which a primary transaction is intended to be a sales transaction, but additionally includes the *offer of a good or service* offered in accordance with the selection criteria of the invention even if the primary transaction is not principally sales motivated, such as *where an initial contact is for service or repair purposes*." ('513 patent, col. 13, l. 38-47).

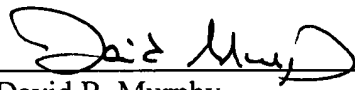
"... if the upsell *serves to obviate the purpose for the primary transaction, such as when the primary transaction is for customer service or repair*, and the upsell is successful in providing the customer with a new product in replacement thereof, then the primary transaction need not be consummated in the manner contemplated by the user at the point of initial contact 140. Continuing with the flow of the program, at analysis block 140, the various inputs for use by the analysis system are collected, and subsequently analyzed. In the course of this collection and analysis, various sites, such as the websites own database, 144, remote database A 150 and/or remote database B 152 may be accessed. The coupling 154 between the analysis system 144 and the website database 146, as well as the couplings 156 to the external or other databases, 152, as well as any coupling 158 between the databases 146 (coupling to other databases not shown), 150, 152, may be implemented as known by those skilled in the art. The particular selection of interconnections between various components is left to selection of implementation, where the implementation merely needs to be consistent with the goals,

objects and functionalities of this invention. Upon completion of the analysis at analysis block 144, the output of the analysis block 144 is provided to the user through action block 148. The upsell data may then be displayed on the caller's PC as an additional offer, or *in lieu* of the primary transaction." ('513 patent, col. 19, ln. 32-58)

Favorable consideration of this Amendment is requested.

Respectfully submitted,

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